

BENEFITS OF LIVING LANDSCAPES BEYOND CURB APPEAL

AS A SELLER

you already know that beautiful landscaping improves curb appeal. Your yard produces the first impression of your home to potential buyers.

In a rush to save water, especially in drier areas, many damaging programs have been introduced encouraging people to “rip out” their lawns. Some homeowners have even been subjected to drought-shaming. While these efforts may be well-intentioned, they dramatically undermine one of our most fundamental and important ecological systems: the all-American yard.

So before you take drastic steps to replace, rip out or deaden your landscaping consider this. Living landscapes – grass, shrubs, trees and plants – are not only good for curb appeal. They also benefit the environment and our health.

HOW DO LIVING LANDSCAPES BENEFIT HOMEOWNERS?

What’s important is having the right yard for the lifestyle potential buyers aspire to, combined with the right grasses, trees and plants for your climate.



REDUCES ENERGY COSTS.

Planting the right lawn, trees and plants makes your home warmer in the winter and cooler in the summer.



IMPROVES QUALITY OF LIFE.

Without grass, your outdoor dining area, barbecue, fire pit and other outdoor living areas will be hotter and less enjoyable. Plus, greenspace reduces stress and makes kids smarter.¹



PRODUCES OXYGEN.

Just 50 square feet of turfgrass produces enough oxygen to meet the daily needs of a family of four.²



REDUCES RUNOFF.

Grassy areas mitigate storm water runoff, slowing and absorbing it, while also cleansing water of impurities and dust.³



SEQUESTERS CARBON.

Turfgrass is the biggest carbon sink in the country, and lawns sequester more carbon than it takes to maintain them.⁴



PROTECTS TREES.

If you stop watering your lawn, your trees don’t get water either, leading them to dry out and become vulnerable to disease and pests. Losing mature trees not only hurts the urban ecosystem, it also can cause local temperatures to rise and home values to drop.⁵

¹Source: The Washington Post, <http://www.washingtonpost.com/news/energy-environment/wp/2015/06/15/why-green-spaces-are-good-for-your-kids-brain/?postshare=3751434485282465>

²Source: The Lawn Institute, <http://www.scienturificsod.com/growing-great-lawns/lawns-and-the-air-that-we-breathe/>

³Source: U.S. National Arboretum, <http://www.usna.usda.gov/Education/MythsFacts.pdf>

⁴Source: Live Science <http://www.livescience.com/32354-what-is-a-carbon-sink.html>

⁵Source: University of California Cooperative Extension, ucanr.edu/sites/HodelPalmsTrees/files/215524.pdf

If you want to get the highest possible selling price for your home, make sure your REALTOR® understands these benefits of your living landscapes so he or she can promote them with buyer’s agents who show your home. For more about how to maintain living landscapes, even in a drought, visit opei.org/stewardship.

